



NEWS RELEASE

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SUBJECT: Scrap recyclers sign first Green Tier charter with DNR

MADISON, Wis. – An association representing members of Wisconsin’s [scrap recycling industry](#) has committed to help its members expand their environmental performance through a new charter that the association’s Cooperative Compliance Program, Inc. (CCP, Inc.) signed today with the Wisconsin Department of Natural Resources (DNR). The charter is authorized under the state’s new Green Tier program for environmentally responsible businesses.

“The association is encouraging its Wisconsin members to do more than environmental regulations require, benefiting both the environment and business,” says DNR Secretary Scott Hassett. “This charter is a continuation of a collaboration with CCP, Inc. that has produced positive environmental results.”

“Our work is grounded in the belief that better relations between government and business are the foundation for superior environmental performance,” says Bob Est, CCP, Inc. president.

Under the Green Tier charter, each participating scrap recycling facility will adopt an environmental management system (EMS). The Charter requires training for scrap recyclers so they can develop and follow best management practices to address mercury, fluids, lead removal and contaminant-free shredder fluff. CCP, Inc. will provide the necessary training to participants. In future years, EMSs will be tailored to address additional substances of concern.

One of the DNR’s obligations under the charter will be to develop a process that allows portions of the EMS to satisfy requirements of a general Water Pollution Discharge Elimination Permit (WPDES). CCP Inc. has already helped the industry meet requirements of stormwater pollution prevention permits through a unique arrangement established with the DNR’s water program. The approach has served as a model for similar programs around the state and nation.

Green Tier is the first program of its kind in the nation. Qualified businesses and associations make legal commitments to superior environmental performance through contracts and charters negotiated with the DNR. In exchange, these businesses are given incentives to achieve their

environmental goals. Green Tier establishes two levels of participation: Tier 1 for companies beginning to create the systems needed to maintain and exceed environmental standards, and Tier 2 for more advanced companies that have a history of superior environmental performance, an effective EMS in place and a commitment to improve environmental performance in their industry, region or supply chain.

Benefits for Green Tier participants include specific flexibilities outlined in statute or individual contracts and charters, a single point-of-contact at DNR to aid communications, and use of the Green Tier logo for marketing. The DNR will recognize participants for superior environmental performance with a numbered certificate. The Green Tier program also offers limited deferred civil enforcement. Companies conducting inspections and reporting violations as discovered will not be fined for their actions provided that corrective actions are undertaken within an agreed upon time.

In addition to CCP, Inc., state and business officials welcomed several other companies into the Green Tier program today at stops during bus tours involving participating facilities. Another charter was signed with the Wisconsin Development Council's Environmental Compliance Corporation for Development and Economic Vitality, Inc. A Tier 2 contract was signed with MEGTEC Systems, Inc. of DePere. Two Tier 1 participants were accepted into the program: American Transmission Company (ATC), headquartered in Waukesha; and Holsum Dairies, LLC of Hilbert.

The bus tour was part of a statewide event highlighting Green Tier which was jointly sponsored by the University of Wisconsin-Madison La Follette School of Public Affairs in cooperation with the Baldwin Wisconsin Idea Project, Wood Communications Group and Wisconsin Environmental Initiative (WEI) and the Department of Natural Resources.

For more information about Green Tier, visit the DNR Web site at dnr.wi.gov. Select the A to Z button at the top of the page and click on "G" to find "Green Tier."

Note to Editors: *Photos from the signing events will be posted on the above site by Tuesday afternoon.*